

**PROVIDING HYPERLINKS IN WEB DOCUMENTS LINKABLE TO OTHER  
ALTERNATIVE WEB DOCUMENTS IN A WORLD WIDE WEB NETWORK**

**Abstract**

A system, method and program to link a user  
5 activating a hyperlink in a Web page to alternate Web  
documents or sites appropriate to the needs of the users  
and the owners or hosts of the Web sites. An  
implementation for linking at least one of the hyperlinks  
in a Web document when activated to access a selectable  
10 one of a plurality of alternate Web documents  
respectively at alternate sites, then for predetermining  
one of the plurality of alternate Web documents selected  
to be accessed upon said activation of the hyperlink and  
then responsive to this determination for accessing the  
15 alternate Web document selected to be accessed.